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UNITED STATES PATENT APPLICATION FOR

**PUBLISHING SYSTEM AND METHOD**

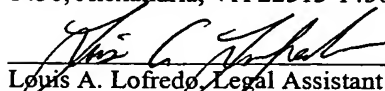
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## **PUBLISHING SYSTEM AND METHOD**

### **RELATED APPLICATIONS**

[0001] This application claims the benefit of U.S. Provisional Application No. 60/455,773, filed March 19, 2003, entitled "Publishing System," which is incorporated herein by reference.

### **COPYRIGHT NOTIFICATION**

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### **BACKGROUND**

[0002] There are thousands of publications catering to different interests and covering various subjects and topics. Typically, in the past, content for such publications has been provided by professional writers who submit articles for publication. Often, such professional writers use their own judgment in selecting what specific subjects and topics to write about, or they are given some direction or assignment as to what subject matter they should write about. In the latter case, the assignments are often influenced by a relatively small group of people who manage the publication and "push" content that they perceive will interest the readers, or that will please the advertisers in the publication.

[0003] However, the managers and professional writers of many such publications often fail to provide the content that most interests their readers. Publishers are often out of touch with the issues and topics that would be most popular with the readership.

[0004] Further, for many topics involving specialized knowledge and expertise (such as, for example, the field of dentistry, etc.), publishers, due to their lack of such specialized knowledge and expertise, often fail to provide content in their publications most relevant to their readership and target audience. Even publishers and writers with a very high degree of specialized knowledge, expertise and experience in the subject area will not approach the knowledge and expertise of the collective readership taken as a whole, and therefore such publishers may fail to provide the most relevant content. In fact, even those publishers and writers that do have such specialized knowledge and expertise may still not know what issues are most important to the readers.

**[0005]** Typically, publishers receive only limited feedback from readers in the form of suggestions from a relatively very small number of proactive readers and occasional influxes of editorial letters, etc., after a particularly controversial article or feature has been printed in the publication. Readers often lack motivation to give feedback to publications, especially since the effort typically involved provides a significant barrier. Although many readers may desire the recognition and prestige of having a letter to the editor or article printed, many feel the effort involved in carefully crafting a letter, coupled with the slim odds of such a letter being selected to be printed, does not justify the endeavor.

**[0006]** There is a need, therefore, for a publishing system and method that can address the shortcomings of previous systems and methods. It is an object and feature of the present invention, therefore, to provide a system and method for creating a printed publication with input and content from a substantial portion of the readership of such printed publication.

**[0007]** It is a further object and feature of the present invention to provide such a system and method by which it is easy and convenient for interested readers to provide content and feedback for such printed publication.

**[0008]** It is still a further object and feature of the present invention to provide such a system and method that allows a publisher to select and print content that will be very likely to interest the readership.

**[0009]** It is a further object and feature of the present invention to provide such a system and method that provides incentives for interested readers to contribute content to such a printed publication.

**[0010]** A further object and feature of the present invention is to provide such a system and method that is efficient, inexpensive, and handy.

**[0011]** Additional objects and advantages of the invention will be set forth in the description that follows, and in part will be apparent from the description, or may be learned by practice of the invention. The objects and advantages of the invention may be realized and obtained by means of the apparatus and methods pointed out in the appended claims.

## **SUMMARY**

**[0012]** To achieve the foregoing objects, and in accordance with the purposes of the invention as embodied and broadly described in this document, there is provided a method of publishing a magazine comprising, in combination, the steps of: providing a

printed magazine to a substantial portion of a vertical market that includes entities having interest in a common subject area; printing in the magazine portions of selected threads from an online forum in the subject area; and printing advertising in the magazine for at least one advertiser offering at least one product to the entities in the subject area. The method can further include the step of providing an online forum in the subject area wherein the online forum allows a subset of the entities to be contributors to the threads.

**[0013]** According to one advantageous method, the magazine and the online forum are provided substantially free to the entities in the subject area. Contributors to the threads of the online forum include at least one subset of such entities. As a requirement of participation in the online forum, the contributors agree to permit the magazine publisher to print any content they contribute to the threads and further agree that the online forum shall have rights to publish any such content to the online forum. As a further requirement, the contributors agree to assign any intellectual property rights to the online forum for any content that they contribute to the online forum. Also, the entities must demonstrate qualification in the subject area to access the online forum. For example, the entities are required to correctly answer a qualifying question in the subject area before being allowed to participate in the online forum.

**[0014]** Also, according to an advantageous method, a criterion for selecting threads from an online forum is the relative popularity of the threads. The popularity of the threads can be measured by the number of thread entries or by the number of entities contributing to such threads. Advertising for products related to the portions of selected threads is available in the print magazine proximal to the portions of selected threads in the magazine. The online forum is substantially devoid of advertising. The portions of selected threads are printed in the magazine in a format recognizably similar to threads in the online forum. The portions of selected threads printed in the magazine can include screen names of entities that contributed the portions of selected threads, photographs of those entities, geographic locations of those entities, registration information of those entities and/or user profiles of those entities who contributed such portions of selected threads. The portions of selected threads printed in such magazine also can include thread information about the portions of selected threads, such as a post number, the total number of posts in the thread and times when the portions of selected threads were posted. The portions of selected threads printed in the magazine can be ordered chronologically. A different background shade printed in the magazine can be used to distinguish portions of selected threads contributed by

different entities. Alternating background shades can assist in distinguishing between posts successively printed in the magazine.

[0015] Another preferred method of the invention includes the steps of: ranking online forum threads by popularity; selecting a subset of the most popular topics for publication; editing the content; and printing the content in a printed publication in a format recognizably similar to a format of the online forum. The printed publication and the online forum can be provided substantially free. Contributors to the online forum agree in advance of contributing any content to the online forum to permit the printing of content contributed to the threads. Popularity of the threads can be measured, such as by the number of thread entries or the number of different contributors to the threads. Advertising in the printed publication for products related to content can be located proximally to the content in the printed publication. Preferably, the online forum is substantially devoid of advertising. The printed content can include screen names of entities that contributed the content and thread information about the forum threads. The thread information can include a post number, a total number of posts in the thread and the times when the portions of selected threads were posted. Alternating background shades can assist readers to identify content as originating from online forum. Preferably, the portions of selected threads include entries by at least three contributors.

[0016] In accordance with another preferred method, the invention provides a method of publishing content including the steps of: providing an online forum; selecting a subset of online subject matter from the online forum for publication; editing the content; and printing the content in a format recognizably similar to the online format.

[0017] In accordance with a preferred embodiment of the invention, a system is provided for publishing content. The system includes publishing means for providing a printed magazine to a substantial portion of a vertical market including entities having interest in a common subject area, means for obtaining from an online forum in the subject area portions of selected threads in the subject area, content means for printing in the magazine portions of the selected threads from an online forum in the subject area, and advertising means for making advertising in the magazine available to advertisers offering products to the entities in the subject area.

[0018] In accordance with another preferred embodiment, the invention provides a system for publishing content including: means for providing an online forum; means for selecting a subset of online subject matter from the online forum for publication;

means for editing the content; and means for printing the content in a format recognizably similar to the online format.

#### **BRIEF DESCRIPTION OF THE DRAWINGS**

[0019] FIG. 1 is a simplified functional diagram of a preferred computer network for practicing the present invention, showing a web server connected to other computer systems via the Internet.

[0020] FIG. 2 is a simplified functional block diagram of a web server configured according to a preferred embodiment of the present invention.

[0021] FIG. 3 is a simplified functional diagram of a portion of a preferred embodiment of the present invention, showing the web server of FIG. 2 connected to users' computer systems via the Internet.

[0022] FIG. 4 is a simplified relational diagram of a preferred embodiment of the present invention, showing relationships between and among interested readers, registered users, a magazine printer, a website, a website manager and related product advertisers.

[0023] FIG. 5 is a simplified relational diagram of an alternate preferred embodiment of the present invention, showing relationships between and among interested readers, registered users, a publisher, a magazine printer, a website, a website manager and related product advertisers.

[0024] FIG. 6 is flow diagram showing the steps involved in using website threads to select topics for publication in a print magazine, selling advertising and publishing the print magazine, all according to the present invention.

[0025] FIGS. 7-11 show an example of a thread with posts contributed by registered users on a website page according to a preferred embodiment of the present invention.

[0026] FIG. 12 shows an example of a website registration page according to the present invention.

[0027] FIG. 13 shows an example of an abridged version of a thread (corresponding to the thread of FIGS. 7-11) printed on a magazine page according to the present invention.

[0028] FIG. 14 shows an example of a product advertisement related to a thread printed on a magazine page, according to the present invention.

[0029] FIG. 15 shows an example of a magazine table of contents according to the present invention.

[0030] FIG. 16 shows an example of a website survey printed in a magazine according to the present invention.

[0031] FIG. 17 is a diagram of a simplified structure for a website according to the present invention.

[0032] FIGs. 18-23 show an example of a thread with posts contributed by registered users of an online forum, where the thread and posts relate to dental case presentations.

### **DETAILED DESCRIPTION**

[0033] Recently, a wide range of interactive devices has been developed to provide information to a variety of users via communications networks. These interactive devices include, for example, computers connected to various computer on-line services, interactive kiosks, interactive television systems, a variety of other wired and wireless devices, such as personal data assistants (PDA's), and the like. In particular, the popularity of computer on-line services has grown immensely over the last decade. Computer on-line services are provided by a wide variety of different companies.

[0034] In general, most computer on-line services are accessed via the Internet. The Internet is a global network of computers. One popular part of the Internet is the World Wide Web, or the "Web." The World Wide Web contains computers that display graphical and textual information. Computers that provide information on the World Wide Web are typically called "Web sites." A Web site is defined by an Internet address that has an associated electronic page, often called a "home page." Generally, a home page is an electronic document that organizes the presentation of text, graphical images, audio and video into a desired display. These Web sites are operated by a wide variety of entities, which are typically called "providers."

[0035] A user may access the Internet via a dedicated high-speed line or by using a personal computer (PC) equipped with a conventional modem, or a variety of other wired and wireless devices. Special interface software, called "browser" software, is installed within the PC or other access device. When the user wishes to access the Internet by normal telephone line, an attached modem is automatically instructed to dial the telephone number associated with the local Internet host server. The user can then access information at any address accessible over the Internet. Two well-known web browsers, for example, are



the Netscape Navigator browser marketed by Netscape Communications Corporation and the Internet Explorer browser marketed by Microsoft Corporation.

[0036] Information exchanged over the Internet is typically encoded in HyperText Mark-up Language (HTML) format. The HTML format is a scripting language that is used to generate the home pages for different content providers. In this setting, a content provider is an individual or company that places information (content) on the Internet so that others can access it. As is well known in the art, the HTML format is a set of conventions for marking different portions of a document so that each portion appears in a distinctive format. For example, the HTML format identifies or “tags” portions of a document to identify different categories of text (e.g., the title, header, body text, etc.). When a web browser accesses an HTML document, the web browser reads the embedded tags in the document so it appears formatted in the specified manner.

[0037] An HTML document can also include hyperlinks, which allow a user to move from one document to another document on the Internet. A hyperlink is an underlined or otherwise emphasized portion of text that, when selected using an input device such as a mouse, activates a software connection module that allows the user to jump between documents or pages (i.e., within the same Web site or to other Web sites). Hyperlinks are well known in the art, and have been sometimes referred to as anchors. The act of selecting the hyperlink is often referred to as “clicking on” the hyperlink.

[0038] When reading this specification, the following information may assist in understanding terms and acronyms:

[0039] *Client-Server.* A model of interaction in a distributed system in which a program at one site sends a request to a program at another site and waits for a response. The requesting program is called the “client,” and the program, which responds to the request, is called the “server.” In the context of the World Wide Web, the client is typically a “Web browser”, which runs on a user’s computer; the program which responds to Web browser requests at a Web site is commonly referred to as a “Web server.”

[0040] *Domain Name System (DNS).* An Internet service that translates domain names (which are alphabetic identifiers) into IP addresses (which are numeric identifiers for machines on a TCP/IP network).

[0041] *Internet.* A collection of interconnected (public and/or private) networks that are linked together by a set of standard protocols to form a distributed network. While this term is intended to refer to what is now commonly known as the Internet, it is also

intended to encompass variations, which may be made in the future, including changes and additions to existing standard protocols.

[0042]        *HyperText Markup Language (HTML)*. A standard coding convention and set of codes for attaching presentation and linking attributes to informational content within documents. During a document authoring stage, the HTML codes (referred to as “tags”) are embedded within the informational content of the document. When the Web document (or “HTML document”) is subsequently transferred from a Web server to a Web browser, the codes are interpreted by the Web browser and used to parse and display the document. In addition to specifying how the Web browser is to display the document, HTML tags can be used to create links to other websites and other Web documents (commonly referred to as “hyperlinks”). For more information on HTML, see Ian S. Graham, *The HTML Source Book*, John Wiley and Sons, Inc., 1995 (ISBN 0471-11894-4).

[0043]        *HyperText Transport Protocol (HTTP)*. The standard World Wide Web client-server protocol used for the exchange of information (such as HTML documents, and client requests for such documents) between a Web browser and a Web server. HTTP includes a number of different types of messages that can be sent from the client to the server to request different types of server actions. For example, a “GET” message, which has the format GET, causes the server to return the document or file located at the specified Universal Resource Locator (URL).

[0044]        *LAN (Local Area Network)* - This term is sometimes used herein to refer to a system that links together electronic office equipment, such as computers and word processors, and forms a network within an office or building.

[0045]        *PDA (Personal Digital Assistant)* - This term is sometimes used herein to refer to a small hand held computer with or without wireless access to the Internet. A lightweight, hand-held, usually pen-based computer used as a personal organizer.

[0046]        *Transmission Control Protocol/Internet Protocol (TCP/IP)*. A standard Internet protocol (or set of protocols) that specifies how two computers exchange data over the Internet. TCP/IP handles issues such as packetization, packet addressing, handshaking and error correction. For more information on TCP/IP, see Volumes I, II and III of Comer and Stevens, *Internetworking with TCP/IP*, Prentice Hall, Inc., ISBNs 0-13-468505-9 (vol. I), 0-13-125527-4 (vol. II), and 0-13-474222-2 (vol. III).

[0047]        *Uniform Resource Locator (URL)*. A unique address which fully specifies the location of a file or other resource on the Internet. The general format of a URL

is protocol://machine address:port/path/filename. The port specification is optional, and if none is entered by the user, the Web browser defaults to the standard port for whatever service is specified as the protocol. For example, if HTTP is specified as the protocol, the Web browser will use the HTTP default port. The machine address in this example is the domain name for the computer or device on which the file is located.

**[0048]**        *WAN (Wide Area Network)* - This term is sometimes used herein to refer to a communications network that uses such devices as telephone lines, satellite dishes, or radio waves to span a larger geographic area than can be covered by a LAN. World Wide Web ("Web"). Used herein to refer generally to both (1) a distributed collection of interlinked, user-viewable hypertext documents (commonly referred to as "Web documents", "Web pages", "electronic pages" or "home pages") that are accessible via the Internet, and (2) the client and server software components that provide user access to such documents using standardized Internet protocols. Currently, the primary standard protocol for allowing applications to locate and acquire Web documents is the HyperText Transfer Protocol (HTTP), and the electronic pages are encoded using the HyperText Markup Language (HTML). However, the terms "World Wide Web" and "Web" are intended to encompass future markup languages and transport protocols that may be used in place of or in addition to the HyperText Markup Language and the HyperText Transfer Protocol.

**[0049]**        *Print (printed, printing).* These terms are used herein to refer to physically printed matter (such as, for example, in a magazine or book, etc.) and exclude electronic publication (such as, for example Internet web pages, digital media, etc.).

**[0050]**        FIG. 1 illustrates a preferred computer network system for practicing the present invention. The system includes a web server 101. The web server 101 includes input and output devices, as is well known in the art. For example, the web server 101 preferably includes a display screen or monitor 102, a keyboard 104, a mouse 105, a printer 106, etc. The web server 101 further includes a database 103 for storage of the data and software included in preferred embodiments of the present invention. The web server 101 also includes a server computer 108 for processing the data and software. The web server 101 is connected to a network 107, which serves as a communications medium with users 109, 110, 111 and **nnn** (where **nnn** refers to any number of users). In presently preferred embodiments of the invention, the network 107 comprises the Internet. The Internet, as previously discussed, comprises a global network of networks and computers, public and private. Upon reading this specification, those skilled in the art will now understand that, under appropriate circumstances, considering issues such as developments in computer

hardware, software and connectivity, etc., other network configurations and devices also may suffice, such as for example, PDAs connected via a wireless network, etc.

**[0051]** FIG. 2 shows the web server **101** configured according to a preferred embodiment of the invention. The web server **101** hosts website **300**, which includes a module for user registration and login **301**, a module for user account information **302**, a module for message boards (also called an online forum **303**), a module for surveys **304**, a module for articles **305**, a module for an online version of a magazine **306**, a module for classified advertising **307**, a module for job listings **308**, a module for links **309**, a module for press releases **310** and a module for support **311**. Upon reading this specification, those skilled in the art will understand that, under appropriate circumstances, considering issues such as user preference, services offered by website manager, market demand, subject area, etc., other functional modules may be included, such as for example, a continuing education module for professionals such as dentists, etc.

**[0052]** FIG. 3 is a diagram showing the relationships between a registered user **202** (exemplary of any number of users **109**, **110**, **111**, **nnn**), an unregistered user **203** (also exemplary of any number of users), the Internet **107**, the web server **101** hosting website **300** (see FIG. 2), and a forum manager **201**, all according to a presently preferred embodiment of the invention. A registered user **202** connected via the Internet **107** can read and contribute content to the online forum **303** hosted on the web server **101**. An unregistered user **203** connected via the Internet **107** can access the module for user registration and login **301** to the website **300**.

**[0053]** Preferred software for an embodiment of the present invention comprises the following software and technologies: Microsoft NT Server 4.0, Internet Information Server 4.0, Microsoft Site Server, Commerce Edition, v3.0, SQL Server 7.0; Message Board software: Infopop's UBB.Classic v6.0, and ActiveState ActivePerl v5.6; Persits ASPUpload v3.0, Persits ASPJpeg v1.2; Technologies used: Active Server Pages (ASP), Component Object Model (COM). In a preferred embodiment, Infopop's UBB message board software is modified as follows: UBB's built in registration module is bypassed and integrated into a site-wide custom registration module, a portion of UBB's built-in edit account module is disabled in favor of a site-wide edit account module, and UBB member profiles are modified to include avatars.

**[0054]** Referring again to FIGs. 2 and 3, the unregistered user **203** interested in accessing and/or interactively contributing content to the website **300** must first gain access through user registration and login **301** to the website **300**. Preferably, the

unregistered user 203 must demonstrate qualification in such subject area in order to become a registered user 202. In one such embodiment, as a requirement for registration, an unregistered user 203 applying to register must demonstrate some minimum level of knowledge in such subject area, such as by correctly answering at least one qualifying question about the subject area. For example, in an embodiment involving the subject area of dentistry, registration can be substantially restricted to dentists and others knowledgeable in dentistry, and as a requirement for registration, an unregistered user 203 applying to register must answer at least one qualifying question 758 about dentistry correctly (see FIG. 12).

[0055] As a requirement for registration, an unregistered user 203 also must agree that any content contributed by the unregistered user 203 to website 300 may published and/or printed by a website manager 401 and/or magazine printer 404 (see FIG. 4). In addition, the unregistered user 203 must agree that any intellectual property rights to content contributed by the unregistered user 203 to the website 300 are assigned to the website manager 401. Preferably, if an unregistered user 203 attempting to register does not meet the above requirements, the unregistered user 203 cannot complete the registration process and become a registered user 202 and therefore cannot gain access to the online forum 303. Thus, the website 300 restricts participation in the online forum to entities that agree to assign any intellectual property rights for any content contributed to the online forum by such entities and that agree that the website manager and/or magazine printer may publish and/or print such content. Upon reading this specification, those skilled in the art will understand that, under appropriate circumstances, considering issues such as the type of vertical market being served, the distribution of entities, hardware and software being used, etc., other methods of restricting access to the website 300 also may suffice, such as for example, registration providing tiered access, access restriction based on a private intranet, etc. Preferably, however, to promote participation by entities qualified in the subject area there is no fee for such an entity to become a registered user 202, and access to the website 300 is provided substantially free to registered users 202.

[0056] Appendix A presents an example user agreement, according to a preferred embodiment of the present invention. Preferably, an unregistered user 203 must consent to such an agreement before being allowed to become a registered user 202 and before gaining access to the online forum 303.

[0057] Print media and online media each have advantages and disadvantages over the other. A preferred embodiment of the present invention succeeds in obtaining for print media some of the advantages of online media. Despite the growing popularity of

online media content, many people still prefer to read print media (such as magazines and books, etc.). Print media can still reach a much wider distribution of entities in some vertical markets than a website or other internet/online media. For many people, the effort involved in going to a computer and looking up a website address is more than picking up a magazine received in the mail. People who are not especially computer savvy often prefer the familiar and easy manipulation of flipping pages compared to scrolling and clicking through websites. Others don't like the glare of a computer display screen. For these people, print media has advantages. PDAs and new small wireless Internet devices allow more portability for electronic media. Despite this, however, when it comes to portability, ease of reading, and convenience, print media remains more popular than electronic media (especially since such wireless Internet devices have not yet permeated, much less saturated, most vertical markets). These are some of the many reasons why print media are more popular and effective for many professional journals compared to online publishing. However, as mentioned before, one of the disadvantages of traditional print media is that since it is less convenient for readers to give feedback to the printer, printers tend to be more "out of touch" with what the readership thinks and wants to read about.

**[0058]** FIG. 4 is a simplified functional diagram of a preferred embodiment according to the invention showing the relationships between product advertisers 405, the website manager 401, the website 300, a magazine printer 404, magazine readers 403 and registered users 202. As shown in FIG. 4, the magazine printer 404 prints and distributes magazines to interested readers 403, as indicated by flow 435, and to registered users 202, as indicated by flow 431. Preferably, the interested readers 403 comprise a substantial portion of a vertical market including entities having interest in a common subject area. In one exemplary embodiment, the vertical market is the vertical market of dentistry and related dental products and services. Preferably, magazines are provided substantially free to qualified entities of the vertical market in the subject area. Again referring to the exemplary embodiment for the vertical market for dentistry and related dental products and services, the magazine printer 404 prints and distributes a dentistry magazine to interested readers 403 including dentists other qualified entities in the field of dentistry.

**[0059]** Typically a subset of interested readers 403 (and perhaps also additional people who do not receive the printed publication) qualified in the subject area will also be interested in accessing and interactively contributing content about the subject area via website 300 and will become registered users 202 as indicated by flow 441. Registered users 202 receive information and contribute to the website 300 as indicated by flow 411.

Preferably, website 300 provides a relatively open, informal, and unbiased forum for registered users 202 to encourage participation and contributions. For example, dentists can create threads on the online forum 303, posting questions or raising issues to get feedback and opinions from other dentists about products and procedures. A dentist, for example, may want feedback from other dentists about the advantages and disadvantages of packing cord versus an alternative retraction system. Although it is beneficial to know what 4 out of 5 dentists prefer, it is more statistically relevant and beneficial to know what 40 out of 50 dentists prefer and to get their opinions in their own words, with comments. Preferably, the website manager 401 receives information and contributes to the website 300 as indicated by flow 415. For example, the website manager 401 may post articles, polls, and questionnaires, or raise issues open for comment by registered users 202. The website manager 401 can select popular threads and topics from website 300 and edits such threads to produce abbreviated versions for printed publication. The magazine printer 404 also can cooperate with the website manager 401, which provides the website 300 with the online forum 303 in the subject area.

[0060] Preferably, registered users 202 can access the online forum 303 (see FIG. 2) at any time (24 hours a day). The online forum 303 allows registered users to post comments 724 (see FIGS. 7-11) and responses to other registered users and to conveniently interact. The online forum 303 allows registered users 202 to create threads about topics in which they are interested, which allow them to share ideas, ask questions, voice concerns, discuss techniques, and find solutions, etc. The online forum 303 tracks thread data, such as the contributor of each post, the time of each post, the total number of posts in each thread, etc. Preferably, the online forum 303 is substantially devoid of advertising to provide a more attractive forum for users and to help avoid the appearance of bias.

[0061] The online forum 303 provides the magazine printer 404 with feedback about which topics most interest the readers and further provides the magazine printer 404 with relevant topical content in the subject area. By evaluating which threads are the most popular, as indicated by factors such as number of total posts in the thread, number of contributors to the thread, number of users that have read the thread, etc., the magazine printer 404 can select threads/topics in which magazine readers will most likely be interested, especially since registered users 202 (although typically a minority of those receiving the magazine) provide a relatively large representative sample of interested readers 403. The online forum 303 also provides a way for the magazine printer 404 to tap the collective experience and knowledge of registered users 202 because registered users 202 can easily and

conveniently contribute their opinions, suggestions, and solutions to various problems or ideas in the subject area. For example, a collection of dentists that have encountered rare or fairly unique problems can provide multiple perspectives on such issues. Even for common issues, the breadth of experience provided by the relatively large group of participating users can provide benefits that a single contributor, such as a professional writer in the subject, often cannot provide.

**[0062]** The website manager **401** can contact product advertisers **405** selling products related to popular threads in order to sell advertising space for products related to the popular threads/topics. A preferred criterion for selecting which threads/topics are “popular” (and therefore should be selected for printed publication) is the number of registered users posting to a thread. An alternate preferred criterion for selecting which threads are “popular” and therefore should be selected for printed publication is the total number of posts in a thread. The website manager **401** can sell advertising to product advertisers **405**, as shown by flow **421**, and can arrange with the magazine printer **404**, to print such advertising, preferably adjacent the associated thread in the printed publication, for distribution to interested reader **403** and registered users **202**, as shown by flow **425**.

**[0063]** The inventor has discovered that many interested readers **403** are enticed to become registered users **202** by the perception that there is much less effort required to get their opinions printed in a magazine published as described in this specification (especially when such entities may present their ideas and contributions informally). This includes those interested readers who would like to contribute their opinions and insights in the subject area but typically would not make the effort to contribute material to a printed publication because of the perceived high level of effort involved to have something published (by a traditional trade journal, for example).

**[0064]** Many entities in a subject area, including interested readers **403** and registered users **202**, desire to receive recognition for the knowledge and expertise they have developed in the subject area. Many entities in the subject area, including interested readers **403** and registered users **202**, also desire to contribute their knowledge for the greater good and benefit of others. The website **300** provides a way for such entities to easily and conveniently contribute their ideas and knowledge, and to receive the wide distribution and recognition that a printed publication offers. For many such entities, seeing their own contributions in a printed magazine is a much greater and more prestigious honor than just having their contributions posted on a website. Thus, such entities have even greater incentive to become registered users and contribute content to the website **300**, as indicated by flow **441**, since such contributions may be selected to be printed by the magazine printer



**404.** Further, interested readers **403** who desire to receive further information about the subject area and who access from the website **300** the unabridged version of threads printed in the magazine are also motivated to become registered users **202**.

**[0065]** FIG. 5 depicts an alternate preferred embodiment of the present invention, showing relationships between and among interested readers **403**, registered users **202**, a publisher **506**, the magazine printer **404**, the website **300**, the website manager **401** and related product advertisers **405**. As shown in FIG. 5, the website manager **401** receives information and contributes to the website **300** as indicated by flow **515**. The publisher **506** can collect information from the website manager **401**, such as, for example, demographic information about registered users **202**, as shown by flow **501**. The publisher **506** also can collect information from the website **300**, as indicated by flow **521**, regarding threads and topics from the website **300** that are popular with registered users **202**. Preferably, the publisher **506** selects popular threads and topics from the website **300** and edits such threads to produce abbreviated versions for printed publication which are then distributed to interested readers **403** and registered users **202**, as discussed above. The publisher **506** can contact product advertisers **405** who desire to sell or are selling products related to popular threads in order to sell advertising space for products related to the popular threads/topics. Also, the publisher **506** can sell advertising to product advertisers **405**, as shown by flow **505**, and can arrange with the magazine printer **404**, as shown by flow **511**, to print such advertising, preferably adjacent the associated thread in the printed publication.

**[0066]** According to one preferred aspect of the present invention (as an improved way of generating advertising revenue, among other advantages) information from the online forum **303** can be used to select topics for publication in the print magazine, to sell advertising for the magazine and to publish the magazine. With particular reference to FIG. 6, the magazine printer **404** preferably has access to the website **300**. The magazine printer **404** can review the recent online message board postings/website threads (step **601**) on the website **300**. Then the magazine printer **404** (step **602**) can select topics for publication from among such postings/threads. The magazine printer **404** can then identify related products and/or services that may have an association with one or more of such selected topics (step **603**). After that, the magazine printer **404** is in an improved business position to sell advertising in the magazine to related-product advertisers (see step **604**) and will preferably offer space in the printed magazine to such advertisers adjacent the associated topic in the printed magazine. Upon reading this specification, those skilled in the art will understand that, under appropriate circumstances, such as having various kinds of

demographic information about posting and/or reading entities from the website and/or other sources, such selling practices might include various communications relevant to, for example, such demographics.

[0067] After the selling step 604, the magazine printer 404 ideally will receive one or more advertising commitments from the related-product advertisers (step 605). After all topics and products/services have been selected/identified and such sales consummated, magazine printer 404 can complete the magazine layout for the current issue to be published (see step 606). Such layout will preferably take advantage of the controllable sizes and locations of the message board postings on the selected topics to generate maximum advertising revenue with minimal loss of readability interest. Typically, for the exemplary dentists' magazine, about 4-5 spaced published threads comprise such "maximum/minimum". Then magazine printer 404 can print (step 608) and distribute (step 609) the magazine to interested readers 403. The magazine printer 404 can notify the related-product advertisers of the issue publication (step 610). Then the magazine printer 404 will ideally receive payment for the advertising from the related-product advertisers (step 611). Upon reading this specification, those skilled in the art will understand that, under appropriate circumstances advertising revenue might be secured or paid to magazine printer 404 in various ways, for example, partially or wholly prepaid, or may include business trades or discounts or special offers, etc. The magazine printer 404 may deal with various advertising buyers not all of whom are related-product/service advertisers but at least some of whom may be advertising agencies, industry groups, or others wishing to place and pay for advertising, etc.

[0068] FIG. 12 shows an example of a website registration page 750 according to a preferred embodiment of the present invention. The website registration page 750 includes fields for entering registration data such as a login name (also called screen name 752), a password 754, and contact information such as an email address 756. The website registration page 750 also has at least one field that asks the user to answer a qualifying question 758, to demonstrate qualification in the subject area of the website before being able to become a registered user 202 and to access online forum 303.

[0069] FIGS. 7-11 show an example of a thread with posts contributed by registered users on a website page according to a preferred embodiment and method of the invention. Referring to FIGs. 7-11, a thread 716 with posts 714 includes comments 724 contributed by registered users 202 on a forum thread page 701 of the website 300. Preferably, the forum thread page 701 includes website branding 700 identical to magazine

branding 800 (see FIG. 13). Forum thread page 701, as well as other pages of the website 300, can have hyperlinks allowing registered users 202 to easily navigate between different pages and modules of the website 300 as shown by FIG. 17. Such hyperlinks can include hyperlinks for the online version of the magazine 306, forums 303, classifieds 307, jobs 308, links 309, login and registration 301, user account information 302, technical support 311, and other pages such as continuing education, home page, online store, etc., as shown in FIGs. 7-11 and 17. The website 300 utilizes message board software, well known by those familiar in the art, that organizes and categorizes the thread 716 by a topic category 722 according to well known methods. The forum thread page 701 includes a thread title 718, which allows users to quickly identify the topic and subject matter of the thread 716. Posts 714 of the thread 716 are displayed in chronological order on the forum thread page 701. Consecutive posts 714 of the thread 716 can have alternating background shades (dark background 726 and light background 728) so that registered users 202 can more easily distinguish where one post ends and the next post begins. Upon reading this specification, those skilled in the art will understand that, under appropriate circumstances, considering issues such as the number of posts, number of contributors, etc., other means for differentiating one post from another may suffice, such as for example, assigning a unique background color to each contributor, etc. The post 714 includes a screen name 702 and other user information about the contributing registered user 202, such as a member number 704, total number of contributor posts 706, a contributor location 708, a contributor registration date 710, a contributor IP address 712 and/ or a contributor picture 730 (see FIG. 8).

[0070] FIGs. 18-22 show an example of a thread with posts contributed by registered users of an online forum, where the thread and posts relate to dental case studies and utilize images related to the case studies. A registered user 202 can select a case presentations hyperlink 770 (see FIG. 7) to access a case presentations page 772. The case presentations page 772 displays posted case presentations 774, which include information such as the screen name 702 of the contributing registered user 202, the case name (i.e., the online thread title 718 for the case), the date of the post 720, and an image 776 representative of the case. When the registered user 202 selects a posted case presentation 774 to view, introductory information 778 is displayed along with images 776 posted for the case and case notes 780 for the images. Posts 714 of content contributed by other registered users 202, including comments 724, are also displayed. A registered user 202 also can select a link 782 to add or edit a case presentation. The registered user 202 enters a case presentation by entering a case category 784 from a menu of case categories, a case name/online thread title

718. The registered user 202 also has the option of entering the introduction 778 to the case. In addition, the registered user 202 can add an image 776 to a case presentation by entering the path for the image 776 in a case image field 786 and selecting an upload button 788 to upload the image to the website 300. The image 776 is then displayed for the registered user 202 to enter case notes 780 in a case note field 790.

[0071] FIG. 13 shows an example of an abridged version of a thread (corresponding to the thread of FIGS. 7-11) printed on a magazine page according to a preferred embodiment of the present invention. Preferably, at least one page 801 of the printed magazine includes portions of a thread 716 selected from the online forum 303. The magazine page 801 is printed in a format recognizably similar to the thread 716 in online forum 303 to assist interested readers 403 in understanding and appreciating that the content is from the online forum 303. This recognizably similar format can include alternating background shades (dark background 726 and light background 728) so that interested readers 403 can more easily distinguish where one post ends and the next post begins. Preferably, the recognizably similar format can include the screen name 702 and other user information about the contributing registered user 202, the total number of contributor posts 706, the contributor location 708, the contributor registration date 710 and/or the contributor picture 730 (see FIG. 8). It is noted that the recognizably similar format items such as screen name 702, total number of contributor posts 706, etc., are items that are not printed in a typical magazine article and help interested readers 403 to differentiate such content as originating from a website thread 716. Preferably, posts of thread 716 are printed in chronological order and include the time of post 720 for each post 714. Preferably, the printed version of thread 716 is condensed and edited by publisher 506 or magazine printer 404. The printed version of thread 716 on magazine page 801 can provide an indication of which posts have been omitted, for example, by showing the original post number 802 and the total number of original posts 803 from website 300. Therefore, as shown in the example of FIG. 13, interested readers 403 can see that “post 3” has been omitted in the printed version, since the printed version goes from “post 2 of 30” to “post 4 of 30” as indicated by the original post number 802 and the total number of original posts 803 for the second and third posts 714 on the magazine page 801.

[0072] Preferably the online forum 303 allows registered users 202 to interact and respond multiple times with posts 714 to a thread 716. This opportunity for multiple responses is a vast improvement over the limitation afforded by a letter to the editor of a

typical magazine or publication, since often it takes more than one iteration to reach a solution or provide answers to counter-arguments, etc.

[0073] The thread 716 printed on the magazine page 801 includes a thread title 804 that preferably indicates the essence of the subject matter and content of posts 714 within the thread 716. It is noted that the magazine printer 404 or publisher 506 may edit or rewrite the thread title 718 from the original online forum 303 to create a different thread title 804 for the magazine page 801 (especially since the online thread title 718 is typically created with the first online post and cannot fully anticipate the direction of the discussion that will follow, whereas the magazine printer 404 or publisher 506 can create an appropriate thread title 804 with the benefit of hindsight). Registered users 202 can include content pictures in the comment 724 portion of the post 714. For example, the best way for a dentist to communicate a problem or issue, and get feedback on a case study, may be to post actual photos of the patient's condition, as described more fully above. It is noted that comment pictures are typically related to the subject of the thread while the contributor picture 730 (also known as an avatar) is typically a picture of the contributor.

[0074] Preferably, the thread 716 printed in the magazine includes at least three posts 714 to give multiple perspectives on the topic and/or show responses and counter-responses. Printing at least three posts 714 of thread 716 also helps interested readers in recognizing the content as being from the online forum 303.

[0075] Preferably, the magazine page 801 includes the online thread location 806, which indicates that the unabridged version of the thread 716 is available online and how to locate the thread on the online forum 303. Preferably the magazine branding 800 (for example, "DentalTown"® magazine) and website branding 700 (for example "DentalTown.com") are identical, or nearly identical. Upon reading this specification, those skilled in the art will now understand that, under appropriate circumstances, considering issues such as brand name recognition, corporate structure, relationship of publishing and website management entities, etc., other branding options may be used.

[0076] FIG. 14 shows an example of a product advertisement related to a thread printed on a magazine page. Preferably, the advertisement 900 is for a product or service, etc., related to the subject matter and comments of the thread 716. The advertisement 900 is printed in the magazine adjacent to the corresponding thread that discusses the product, service or related subject matter in order to provide maximum impact for the advertiser. For example, FIG. 13 shows a thread 716 which discusses "the Expa-syl

system” printed on page 36 of the magazine and FIG. 14 shows an advertisement, for “the Expa-syl system”, which is printed on the (adjacent facing) page 37 of the magazine.

[0077] FIG. 15 shows an example of the table of contents of a magazine published according to a preferred embodiment and method of the present invention. As shown in FIG. 15, at least one thread from the online forum 303 is selected for printing in the magazine on a controversial topic judged from the responses by registered users 202. For example, DentalTown® magazine features a monthly feature called “point/counterpoint” which features posts from registered users 202 that have opposing viewpoints on a subject.

[0078] FIG. 16 shows an example of a website survey printed in a magazine published according to a preferred embodiment and method of the present invention. As shown in FIG. 16, the website 300 can provide surveys and polls that allow registered users 202 to see the “votes” of the registered users 202 on different topics. Demographic data can be collected from registered users 202 who participate in online polls to provide survey results that can include demographic and other information about those polled (such as credentials and other qualifications of those being polled). Preferably, results from the online poll are printed in the associated magazine.

[0079] The online forum 303 also provides a valuable and marketable resource for the website manager 401 to generate additional revenue and/or provide additional services to registered users 202 via online polls and surveys. The website manager 401 can utilize the participation of the registered users 202 to provide additional services to product advertisers 405, such as surveys and polls customized to meet the needs and requirements of such product advertisers 405. For example, product advertisers 405 can easily and conveniently get feedback about their products from registered users 202. Such registered users 202 are likely to be highly correlated with the appropriate group targeted by the product advertisers 405 in the subject area. The subject matter and phrasing of surveys and polls can be determined by the website manager 401. Upon reading this specification, those skilled in the art will understand that, under appropriate circumstances, considering issues such as business model, revenue streams, subject area, etc., other entities (such as for example, registered users, or independent third parties) may select the subject matter and phrasing for polls and surveys. Product advertisers 405 can contract with the website manager 401 to conduct a survey, which website manager can then post on the website 300 and/or e-mail to registered users 202. Upon reading this specification, those skilled in the art will now understand that, under appropriate circumstances, considering issues such as business model, etc., other methods of providing surveys and polls may be used.

[0080] Preferably, the website 300 periodically provides awards for products and services, etc. in the subject area, based upon the voting of registered users 202. Awards add value and recognition to website branding and magazine branding. Further, since awards are based upon the voting of the registered users 202, registered users 202 and interested readers 403 put more trust and faith in the legitimacy of such awards, and such awards are therefore more valuable. Product advertisers 405 that receive awards are likely to reference the awards in their advertising, giving more exposure to the website branding and magazine branding. Also, product advertisers 405 that receive awards are more likely to place ads in the magazine, thus generating more revenue for the magazine printer 404 or publisher 506.

[0081] APPENDIX B shows exemplary portions of an issue of a printed magazine that has been published according to the present invention.

[0082] From the foregoing, it can be seen that the present invention possesses numerous advantages. It provides an apparatus and method for creating a printed publication with input and content from a substantial portion of the readership of the printed publication, by which it is easy and convenient for interested readers to provide content and feedback for the printed publication. The invention provides incentives for interested readers to contribute content to such the printed publication. It allows a publisher to select and print content that will be very likely to interest the readership. It does all of this in an efficient, inexpensive and handy manner.

[0083] Additional advantages and modifications will readily occur to those skilled in the art. Therefore, although applicant has described applicant's preferred embodiments of this invention, it will be understood that the invention in its broader aspects is not limited to the specific embodiments, details, representative devices, and illustrative examples shown and described. Accordingly, departures may be made from such details without departing from the spirit or scope of the general inventive concept. Such scope is limited only by the below claims as read in connection with the specification.

## **APPENDIX A**

### **AGREEMENT BETWEEN USER AND DENTALTOWN.COM**

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3. a description of where the material that you claim is infringing is located on the site;
4. your address, telephone number, and email address;
5. a statement by you that you have a good faith belief that the dispute use is not authorized by the copyright owner, its agent, or the law;
6. a statement by you, made under penalty of perjury, that the above information in your Notice is accurate and that you are the copyright owner or authorized to act on the copyright owners behalf.

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## When Will Infection Control "Get Real"?

Rella P. Christensen, PhD

MARCH 2004 VOLUME 5, ISSUE 1

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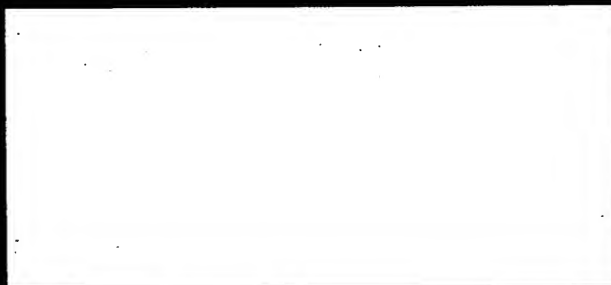
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### Anterior Single-Tooth Dental Implant

Nicky Hakimi, DDS

### Endo Files:

HELP! Chronic Pain  
from Apicoectomy

### Point/Counterpoint:

Indications for  
Third Molar Removal

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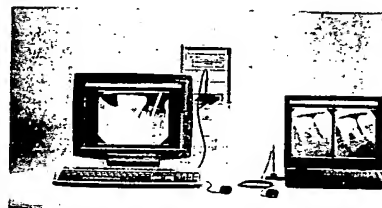
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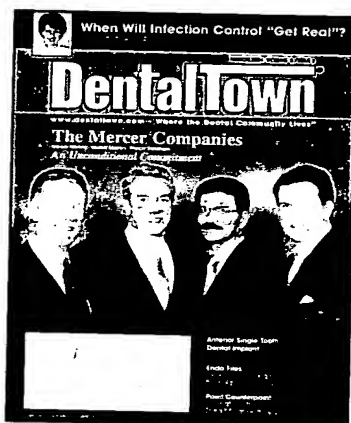
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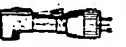
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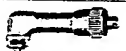
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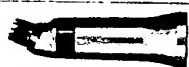
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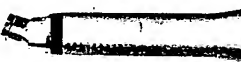
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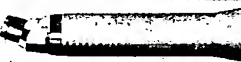
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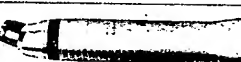
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Contra Attachment \$119



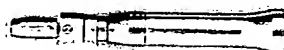
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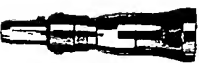
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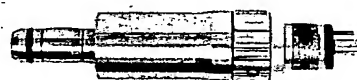
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# POINT/COUNTERPOINT

DentalTown.com Message Boards

## Indications for Third Molar Removal



Jon Ludwig, DMD  
Connecticut  
Posts: 879  
Reg.: 5/7/2003

Posted: 11/15/2003 5:44:52 AM

Post 0 of 23

Just wanted to see what everyone's philosophy on this was. If the patient is symptomatic, it's a no-brainer, but how about when you see an 18-yr-old for re-care with no symptoms, especially the ones that finished ortho a few yrs ago? What are the indications for third molar removal in asymptomatic cases? Based on angulation? Evaluation of arch form for space? Is it a fallacy that third molar eruption will crowd the remaining dentition?

And how about in those 30-50-yr-old patients, that have an impacted third molar, with no symptoms? Will these impactions ever really cause a problem? Did we miss the window of opportunity already based on their age? (Younger patients tend to heal faster). How aggressive should we be in removal of these teeth?



rcyoungdds  
Indiana  
Posts: 258  
Reg.: 3/5/2001

Posted: 11/15/2003 6:35:57 AM

Post 1 of 23

Jon, you will surely get a variety of opinions on this one, but I'll risk losing face and toss in mine.

For the 30-50-year-old set, if asymptomatic I will leave the "sleeping bear" alone unless there are signs (observed-not potential ones) I can demonstrate to the patient that indicate their removal and require the patient to assume some risk of morbidity. These signs would include caries, local perio, radiographic cyst, root resorption of adjacent tooth, etc. Then the decision is left to the patient. If symptomatic, then I recommend removal rather than heroic endo, crowns, monster fillings, perio surgery, etc.; just get clear informed consent. Another indication for removal I occasionally run into is prophylactically for patients with impending organ transplant surgery, to reduce any predictable potential sources of infection.

Those 24 and younger heal much, much better! (*At any age you have to consider the underlying general health and patient's ability to heal, including lifestyle factors such as smoking and hygiene.*) A 16-year-old heals better than a 24-year-old.

I don't think you should leave a tooth to be partially erupted for long term. I tell the patient we want their third molars to either come all the way in or stay all the way out. If electing to *not* extract an impaction, patients should be reinforced to the need of lifelong periodic FMX/Pano to monitor against potential cysts. (I keep a copy of a pano with huge cyst about an impacted tooth that I caught for demonstration purposes, especially those who refuse x-rays.)

If I do a new patient exam on someone under 30, we always discuss the status of their wizzes, with predictions of continued eruption, cleansability, etc. If hopelessly impacted, I recommend removal before root development is complete, if possible.



jreznick  
Tarzana, CA  
Posts: 289  
Reg.: 8/17/2003

Posted: 11/15/2003 10:47:54 AM

Post 2 of 23

Randy, you have a very rational and intelligent approach to this issue. I agree with you completely. I wish all dentists had your insight.

Continued on page 16

## BioLase Technology acquires PAClive continuing education program from Discus Dental

*Acquisition demonstrates BioLase's commitment to quality continuing education*

*BioLase Technology, Inc. (NASDAQ: BLTI), manufacturer of the top-selling, #1-choice Waterlase all-tissue dental laser and LaserSmile soft-tissue laser and whitening system, has acquired PAClive from Discus Dental, Inc.*

The announcement was made at the annual World Clinical Laser Institute's West Coast Symposium held in San Diego. The annual meeting evolved from a user group of Waterlase dentists three years ago to the largest association of laser dentists in the world. More than 750 dental professionals, including dentists, hygienists, staff and auxiliaries, as well as many members

make the experience unforgettable for those who choose to master the art of functional aesthetic dentistry."

Jones has headed up BioLase since 1998 and has helped position the company as the leading manufacturer of both hard and soft tissue lasers for dental procedures. Jones says, "The ability to perform and teach laser aesthetic procedures with the Waterlase and LaserSmile should further elevate and expand the clinical capabilities of the

standards of excellence that have defined the PAClive experience, and help take the program to new heights."

PAClive operates a series of continuing education courses that focus on aesthetics and occlusion. It offers a rare opportunity for dental professionals to treat complex restorative cases under the guidance of a clinical instructor and together with a certified master ceramist. The goal of the program is to teach its participants how to reconstruct and in some cases, create new



PAClive operates a series of continuing education courses that focus on aesthetics and occlusion.

PAClive Clinical Faculty Director, Dr. Bryan McKay; BioLase CEO and President Jeffrey Jones; and PAClive Clinical Director Dr. Edward Lowe

of the media attended the three-day symposium, which was highlighted by keynote addresses from Dr. Howard Farran, founder of DentalTown, and Dr. Michael DiTolla, a rising star in practice management. Several PAClive officials also addressed the gathering, including Dr. Edward Lowe, clinical director, and Dr. Bryan McKay, clinical faculty leader.

The transfer of ownership will occur immediately as BioLase will begin operating the program and conducting the courses scheduled for 2004. "We are excited about expanding our involvement in continuing education for dental professionals," says Jeffrey Jones, CEO and President of BioLase Technology. "PAClive really represents the pinnacle of continuing education for dentists. The interaction between the participants and the instructors, the state-of-the-art technology and equipment utilized at the program, and the clinical concepts taught at PAClive really help to

aesthetic dentist in keeping with PAClive's reputation of offering the best in materials, equipment, faculty, and curriculum."

PAClive, one of dentistry's premier live-patient, hands-on continuing education programs in the United States was established in 1998 by Dr. William Dorfman, founder of Discus Dental, Inc. and featured dentist on ABC's hit reality TV show *Extreme Makeover*, along with some of the finest aesthetic dentists in the country. PAClive quickly established itself as a provider of education for dentists wanting to acquire the clinical and management skills to perform the dental aesthetic procedures often featured on *Extreme Makeover*.

"We're proud of PAClive's accomplishments over the past six years. We've helped change the lives of thousands of dental professionals, as well as their patients," says Dr. Dorfman. "We're pleased to hand over the reigns of the program to a solid organization. We believe BioLase is going to continue to uphold the

smiles using proven clinical methodologies and the best materials available. Participants emerge with a greater understanding of function and aesthetics. "Our faculty is truly a special group," says Dr. Lowe. "All of the instructors at PAClive have years of experience treating complex restorative cases, Smile Design cases, and even the extreme cases. We look forward to the new management of the program and we anticipate expanded curriculum and new course venues that would allow even greater access to our continuum."

According to Jones, "PAClive is a respected forum, well known in the industry for advancing dentistry to the benefit of both practitioners and patients. PAClive has a strong contingent of instructors, sponsors and suppliers that BioLase plans to continue working with to grow the PAClive tradition and to broaden its course offerings. Additionally, PAClive is an ideal forum to showcase BioLase's Waterlase and LaserSmile dental laser systems."

# The Endo Files™

## HELP! Chronic Pain From Apicoectomy

**ransom\_note**

Posts: 16

Reg.: 11/23/2003

Posted: 11/25/2003 12:39:36 AM

Post 0 of 21

Here is the synopsis: I am not an endodontist! However, a Public Assistance patient of mine had a large lucency on #7 (probably necrotic from previous ortho...blunted root). We did the RCT, but the pain and lucency did not resolve. She is a really nice lady whose husband was injured. They are having hard times and are on PA. I explained before we did the RCT that the RCT might not get rid of the problem and she would then have to see an endodontist. The pain did not resolve and she really can't afford the specialist but she really did not want to pull a front tooth.

So, I think to myself this is a pretty straight-forward apicoectomy. I tell her I will do it and worse case we will have to pull it anyway. So I did the apico and removed a large ball of granulation tissue. Feeling very satisfied with myself, I closed the incision and was sure it would help the situation.

It has been a month-and-a-half and she keeps having intense and sporadic pain. Is this unusual?



**doctored  
California**

Posts: 2,954

Reg.: 9/21/2002

Posted: 11/25/2003 12:55:46 AM

Post 1 of 21

Tell us a little about the technique used for the endo. Was the tooth treated in two or more visits? What obturation method did you use? Was there any "weeping" at the time of obturation? OK, fast forward. What method of retrofill did you use? MTA? Did you use ultrasonics to prepare the canal after making a beveled excision of the root tip? Give us some details so we can make suggestions. I am sure many here have lots of experience to share.

**mauty  
Florida**

Posts: 8,966

Reg.: 8/2/2000

Posted: 11/25/2003 1:04:02 AM

Post 2 of 21

Where did you get your training in apicos? Sounds like the tooth needs to be extracted. I don't do "favors" for patients anymore. A case like this is a classic lawsuit in the making. Patient falls on hard times, caring GP performs unsuccessful specialist procedure, patient sues and settles for a quick \$10K.



**gocanes**

Posts: 954

Reg.: 10/10/2002

Posted: 11/25/2003 6:14:33 AM

Post 5 of 21

Could be non-odontogenic in origin. Did you submit the "large ball of granulation tissue" for microscopic evaluation? Was there vital tissue in the canal at the time of RCT?



**bmusikant  
Essential Dental  
Systems, Inc  
New York, NY**

Posts: 1,754

Reg.: 6/8/2001

Posted: 11/25/2003 6:36:52 AM

Post 6 of 21

Were there any pockets around the tooth? Was the labial plate of bone intact when you laid back a flap? Just want to rule out fractures. Are there any other areas along the length of the root. Want to rule out auxiliary canals that may harbor non-vital tissue. Is there labial swelling along with the discomfort that the patient is still experiencing?

I've had a few cases over the years where the discomfort did not go away after an apico, but resolved when the root canal was re-treated taking care not to dislodge the retrograde filling.

I don't think you did anything wrong that merits a future lawsuit even if the procedure does not turn out successfully. I also would not want to define my actions by the most negative people who come into my office. After 32 years of private practice, I still find most people are good and fair and that's in NYC.

*Continued on page 46*

# DentalTown®

## DentalTown Message Board

**Posted:**  
December Issue  
DentalTown

**RE:** Townie Choice Award for CareCredit®

**rstutzman**  
Official Townie

Member Since:  
6/29/2000



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Again, thank you!

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## MESSAGE BOARDS: A Townie discussion from www.dentaltown.com

### Does a newly built office pay?



**zahnmann**  
Newark, OH  
Posts: 41  
Reg.: 9/7/2002

Posted: 1/3/2004 6:17:53 AM

I am considering using T.H.E. design for a new office. I took their office design course last year and the owner (Dr. Harry Demaree) seems to be a bright guy and really knows what he is doing.

Post 0 of 21

My current office is in an old house and is about 1700 sq ft., has poor patient flow and seems to be hindering my practice growth. Several dentists in town have built nice new offices recently (in the past several years) and it seems that they have been very successful. If you have built a new office recently, please reply with some insights:

1. Have you noticed an increase in new patient flow?
2. Have you noticed an improvement in case acceptance?
3. Has the production increased to the point that you can cover the increased debt service?
4. Has it affected the way you practice dentistry?
5. Who designed your office and are you happy with their work?

Any other observations will be appreciated.



**sandyspardue**  
Louisiana  
Posts: 2,439  
Reg.: 8/21/2002

Posted: 1/3/2004 10:08:26 AM

I rarely recommend a doctor build a new office, but I often recommend adding a chair or two. You can't let your building control your income or potential. After doing a true practice evaluation I can tell you what your potential income and patient flow could and should be. Do not limit your potential. "Build it, and they will come." I heard that somewhere.

Post 1 of 21



**jawbreaker**  
Summerville, SC  
Posts: 2,349  
Reg.: 10/6/2001

Posted: 1/3/2004 10:21:51 AM

What do you mean by "poor patient flow"? Do you mean a lack of new patients or a poor physical facility that hampers movement of patients? One can have a "Ferrari" of an office, but if it's driven by a @\$\$, it isn't going to do well. On the other hand, one can have a "Ford Escort" of an office, but if the "driver" is a great people person, has great "bedside manner," and has a terrific staff it will do very well. Know what I mean?

Post 2 of 21

Now, I'm not making any judgments about you personally, since I don't know you. What I'm saying is a nice, new, expensive office ain't gonna make a big difference if the doc and staff aren't making the patients feel comfortable. If an office is clean, presentable, up-to-date and easy to find and get to, you can do very well in it.



**ezdds**  
Greenbrae, CA  
Posts: 36  
Reg.: 2/14/2002

Posted: 1/3/2004 11:01:42 AM

Zahnmann, like everyone else mentioned—what is hindering your pt flow? If the office is poorly laid out, how about redesigning/rearranging it to allow "better" pt flow? Like others have said, you can almost do as much dentistry as you like from a really small office if it works well. Let us know!

Post 3 of 21



**Howardmgm3**  
Posts: 94  
Reg.: 9/16/2003

Posted: 1/3/2004 11:48:44 AM

I slightly disagree with Sandy. I was nowhere near capacity at my old office and my practice was stagnant there. I decided to move down the road a quarter of a mile into my own building. Harry and T.H.E. designed my new office (renovated an old house) and the first year my practice increased by 75%. By three years 125%. I now have a much more attractive office both inside and out, and more efficient. I'm the same dentist on the same road, but my practice is much healthier.

Post 4 of 21

Continued on page 70

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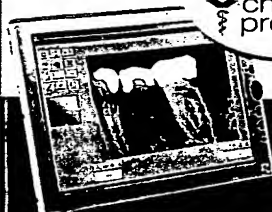
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## MESSAGE BOARDS: A Townie discussion from www.dentaltown.com

### How does Sonicare compare to other toothbrushes?

tmtrw  
New Jersey  
Posts: 8  
Reg.: 11/1/2003

Posted: 11/11/2003 11:31:10 AM  
Just had a lunch-and-learn with the Sonicare rep. Thought I would be bored out of my mind. What a great presentation. Does anyone out there use Sonicare? It looks great compared to Oral-B.

Post 0 of 14



clivus  
Poplar Bluff, MO  
Posts: 856  
Reg.: 2/11/2002

Posted: 11/11/2003 11:45:08 AM  
I got my first Sonicare 10 years ago to help clean around my braces. I think they are excellent and we recommend them to patients. My wife uses a separate head for cleaning her jewelry!

Post 1 of 14

davevocal  
Columbus, OH  
Posts: 72  
Reg.: 5/25/2001

Posted: 11/11/2003 11:45:21 AM  
I had used the Sonicare for two months and I believe it is not as effective as the Rota-dent. My case may be different because I have an implant on #9. Terrible odor coming from the implant side when I flossed. Used everything to help in that area. Listerine, plastic instruments, Clorox, manual brush. Now that I switched back to the Rota-dent, my wife will kiss me again. Haven't used the Oral-B.

Post 2 of 14

rerdds  
Park Ridge, IL  
Posts: 94  
Reg.: 4/23/2002

Posted: 11/11/2003 3:12:56 PM  
We have been recommending and selling Sonicare in our office since they first came out 8-10 years ago. I have personally used one for that long. During this time we have only had two returned by patients...both had pacemakers and the info with Sonicare says it is contraindicated (we missed that).

Post 3 of 14

There is no question in our minds every patient who uses a Sonicare has better oral hygiene than with any other cleaning device, toothbrushes, Rota-dents, etc. I wish every one of my patients used one, but maybe we have about 35% of the practice using them now. My problem is not the device itself, but the company philosophy has become somewhat abrasive in my opinion.



slcdentist  
Salt Lake City, UT  
Posts: 218  
Reg.: 5/4/2002

Posted: 11/11/2003 3:25:15 PM  
I use a Sonicare, but after Cochrane Report/Review I wonder. This review was published in the ADA journal ("Manual Versus Powered Toothbrushes: The Cochrane Review," Niederman R., pp. 1240-1244, JADA 9/03). It was a review of mechanical toothbrushing studies. Each study was critically evaluated as to its validity. After throwing out a large number of published studies, the remaining studies were compiled or averaged. A reciprocating head proved most effective (Oral-B). Sonic heads proved less effective than manual toothbrushing. I don't know what this means other than I guess anybody can find a study to support their claim. This Cochrane Review seemed like it should be unbiased and unmotivated. My own personal experience is the Sonicare does a good job. I think most of the difference I notice is from brushing longer. Emotionally it seems like it ought to be better.

Post 4 of 14



blazeheliski  
Oregon  
Posts: 555  
Reg.: 5/16/2002

Posted: 11/11/2003 3:29:49 PM  
We have sold Sonicare, Braun and Rota-dent in our office for years. Our office experience has better results with the Braun and Rota-dent. That is just our office.

Post 5 of 14

Continued on page 88

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## MESSAGE BOARDS: A Townie discussion from [www.dentaltown.com](http://www.dentaltown.com)

### Tri-Clip—What A Joke



**dkimmel**  
Bayonet Pt., FL  
Posts: 5,111  
Reg.: 7/6/2000

Posted: 1/27/2004 8:51:46 AM

Post 0 of 54

**Have you taken a look at the Tri-Clip?** Marshall White is a great guy and I have a lot of respect for him but give me a break. This thing is out there, way out there. Many years ago Ray Bertolotti promoted the BiTine rings. That system just made sense and has worked well for years. If something works well for you, why change?

Like I said, I like Marshall, but I have been avoiding him. I did not want to mess with this thing. Marshall caught me! He did the one thing that gets me every time, he asked me to try them. I am a sucker when a friend asks me to try something. The things came in Thursday and the staff gave me "the look." You know the "What the hell is this doc?" look. I told them not to worry, we would try it once and the pitch it. I tried it this morning. I hate to tell you this Marshall! I really hate to tell you this! I was wrong! Yep, wrong!

The Tri-Clip is an incredible thing! The BiTine rings now go to the bottom shelf. It was easy to use. I mean pop it on, release the wedge and fit the contact. No playing around with the matrix or the wedge. Speaking of wedges. This wedging system should be a stand-alone product. Even if you don't use the Tri-Clip (BIG MISTAKE) pitch those hard plastic or wooded wedges. These are the wedges that really work. Even in concavities!

**Marshall thanks for giving me the push to try the Tri-Clip.** If you have not tried them please do. You won't regret it!



**DeanMoriarty**  
Beaver Dam, WI  
Posts: 1,529  
Reg.: 9/17/2001

Posted: 1/27/2004 8:57:21 AM

Post 1 of 54

How can I get some samples? ☺



**spruster**  
Akron, OH  
Posts: 739  
Reg.: 12/23/2001

Posted: 1/27/2004 10:48:22 AM

Post 6 of 54

Dean, just order a trial pack. There is a complete satisfaction guarantee with this product. I'm waiting for mine to come in the mail.



**marshall\_white\_dmd**  
TrioDent USA, Ltd.  
Newark, OH  
Posts: 6,290  
Reg.: 8/14/2000

Posted: 1/27/2004 11:48:53 AM

Post 12 of 54

**www.Tri-Clip.com** is where you order it in the USA and Canada. Triodent.com will work too, but that's Simon McDonald's New Zealand and international site. North American orders made there come to me for fulfillment.

Both sites are chock full of info that'll answer all the questions anyone might have. If any remain, post here, private message me or email [marshall@triclep.com](mailto:marshall@triclep.com). My cell is 740-322-3181.

Thanks, Dkimmel, for that review! I am really pleased to hear you like them as much as I do!



**timdds**  
San Diego, CA  
Posts: 353  
Reg.: 1/4/2002

Posted: 1/27/2004 12:29:31 PM

Post 15 of 54

They are as good as Dkimmel said. I also agree the wedges are the most useful part of the system. The trial kit I ordered came with a baggie of extra wedges I've used on their own with the GDS matrix system. I've never seen anything better for sealing concave gingival margin contours. Brilliantly simple stuff.

My only knock, and it's minor, is that I don't use them for all situations. The Tri-Clips only fit if you fully open the proximal contact.

Definitely worth ordering for anyone who's hesitating.

*Continued on page 94*